

PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, June 28, 2010, at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kyle Hoops, Pat Wetzel, Jesse Brunette, Kevin Kuehn

EXCUSED: Pat Wetzel, Kramer Rock

ALSO

PRESENT: Gene Umberger, Becky McKee, Jill Champeau

1. CALL MEETING TO ORDER

Chairman Kevin Kuehn called the meeting to order at 4:30 p.m.

2. APPROVE/MODIFY AGENDA

Motion made by Supervisor Brunette and seconded by Robert Jossie to approve the agenda. Vote taken. MOTION APPROVED UNANIMOUSLY.

3. APPROVE/MODIFY MINUTES OF MARCH 22, 2010

Motion made by Supervisor Brunette and seconded by Kyle Hoops to approve the minutes. Vote taken. MOTION APPROVED UNANIMOUSLY.

4. REVIEW OF FINAL REPORT OF STRATEGIC PLAN 2005-2010

Gene reviewed a previously submitted final report of the Strategic Plan 2005-2010.

Develop a vibrant "Friends of the Neville" group: Carol Jones, formerly with the Green Bay Chamber of Commerce, has recently joined the NPM Foundation Board. She is heading up the membership committee. We look forward to having her working hard to boost our membership.

Create clear perception of what the Museum is, Develop a "hook": This is one area where not a lot of action has been done. We expect to follow up with Arketype on a possible updated logo.

Work with organizations that have similar goals: Rebecca Looney, Curator of History, worked with the Veterans Museum and the local veterans organization/members to produce *Vietnam War: Local Stories* exhibit. In addition to the material she was able to put together for the exhibit, she now has tapes from interviews that she conducted with some local veterans which will become an important addition to our archives. She also worked with the Northeast Wisconsin African American Association on another exhibit which will hopefully be an ongoing affiliation.

Kyle Hoops asked what process creates the next strategic plan. The Education and Recreation Committee agreed to move forward with Dr. Michael Troyer as the facilitator of the next planning process, which was also approved by the County Board. Gene expects to begin working on this plan later this summer or early fall.

Motion made by Jesse Brunette, and seconded by Robert Jossie to receive and place on file. Vote taken. MOTION APPROVED UNANIMOUSLY.

5. DIRECTOR'S REPORT

Gene highlighted some areas from his June 28 director's report, which he distributed along with some recent publications pertaining to some of the Museum's exhibitions, events, and programs.

Here Comes the Bride: Weddings in America is a current traveling exhibit that we supplemented with a variety of the Neville's collection material, including dresses and clothing from our costume collection, as well as several bridal accessories.

This year on Mother's Day and Father's Day, the museum offered mothers and fathers free admission, as well as some discounts in the Gift Shop. Attendance and admission revenue for Mother's Day increased over last year because of this promotion. We plan to offer this again next year.

Becky McKee reported on the following on behalf of the Neville Public Museum Foundation:

- Memberships have grown to 736.
- The Northeastern Wisconsin Wine Roundtable & Reception held at the Neville on June 10, was enjoyed by the participants and will likely be repeated next year. Approximately 25 people attended and we hope it will grow next year.
- The first annual Wine/Jazz Festival was held on June 19.
- In July, the Neville and WBAY-TV will be presenting "Jurassic July: Dinosaur Egg Hunts & Costume Contests" each Wednesday night from 6:00 to 8:00 p.m., in conjunction with *Walking with Dinosaurs* (to be held at the Resch Center on August 3 and 4). A dinosaur coloring contest will also be held through July 28, with winners receiving tickets to the show.
 - 50 eggs will be available each night, one will be a winner of one 4-pack of family tickets to the show.
 - Winner of the costume contest receives 4-pack of family tickets.
 - All participants receive one "Dino Dollar" good for \$10 off tickets for the show.
- On July 21 at 10:00 a.m., the public is invited to the museum to get a sneak preview of Baby T, the "littlest star" from *Walking with Dinosaurs*.

8. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW

Kyle Hoops inquired about a recent *Green Bay Press-Gazette* article proclaiming the County Board's desire to reinstate a Museum subcommittee to come up with ways to improve the museum and increase attendance. Supervisor Brunette clarified that Supervisor Vanderleest sent a communication to Gene and Becky to come up with an inclusive plan on how to increase visitors to the museum. Gene then informed them that we are approaching the strategic plan, so from his and the County Executive's perspective it makes sense to move forward in the direction of addressing this through the strategic planning process because the common and ultimate goal is to increase attendance.

Bob Jossie asked if the previously stated membership number of 736 was an increase. Becky replied that it fluctuates and we are making efforts to gain more members (i.e., soliciting members at the admissions desk). Two of the groups we will be targeting next will be from UWGB's Learning in Retirement group and homeschoolers. She said her goal is to maximize membership to between 900 and 1,000. Carol Jones, the head of the membership committee, will be of great help in moving this forward.

9. ADJOURNMENT

Motion made by Jesse Brunette and seconded by Robert Jossie to adjourn at 5:15 p.m. Vote taken. MOTION APPROVED UNANIMOUSLY.

Respectfully submitted,
Jill Champeau

Next Meeting
Monday—October 11, 2010
4:30 p.m.